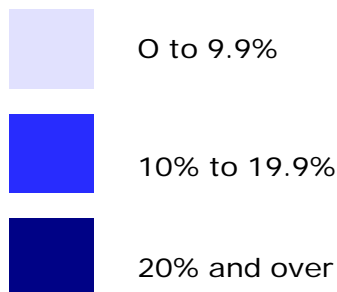
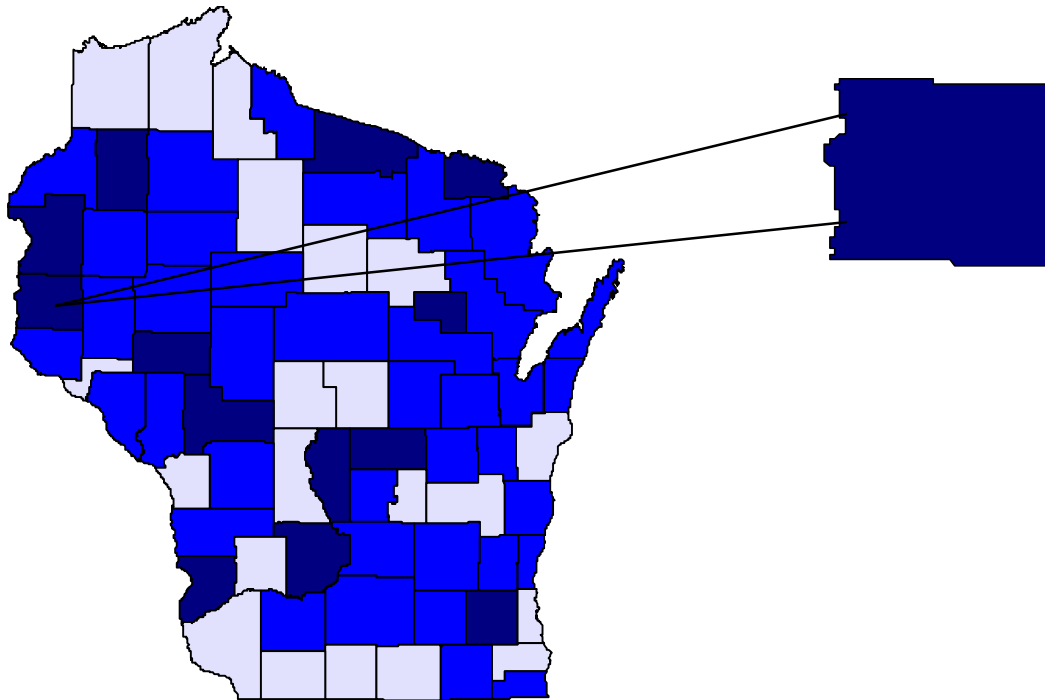


# St. Croix County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development  
Division of Workforce Solutions  
Bureau of Workforce Information  
October 2001



State of Wisconsin  
Department of Workforce Development

## Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Saint Croix County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

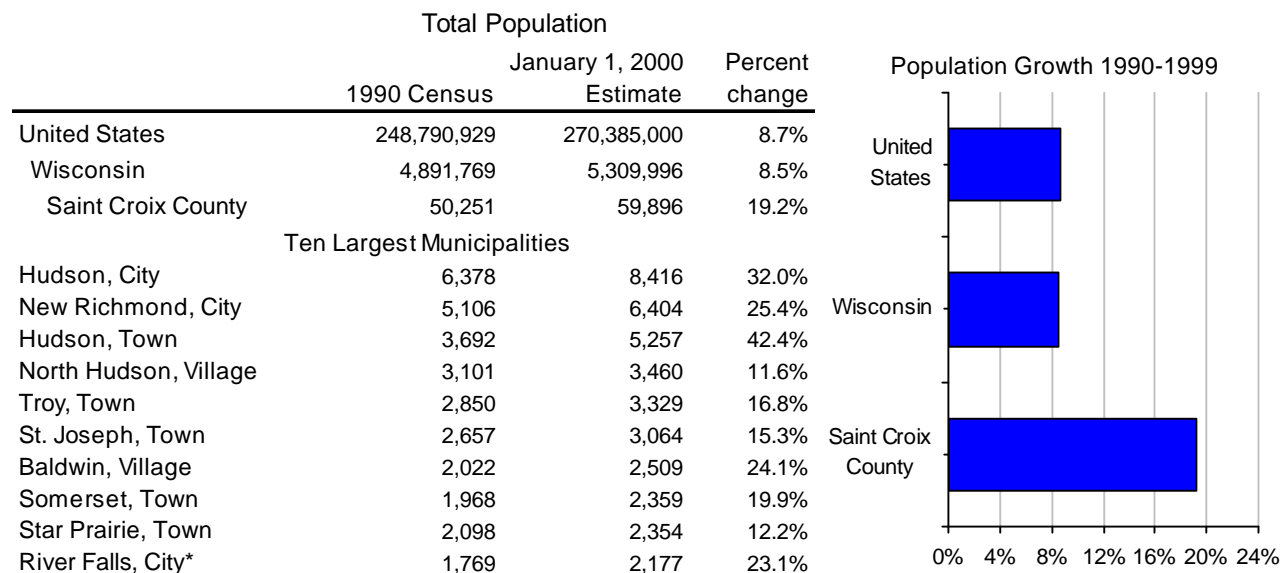
For more detailed information or clarification, please contact your local labor market analyst, Beverly Gehrke, by telephone (715-634-5289) or email ([gehrkb@dwd.state.wi.us](mailto:gehrkb@dwd.state.wi.us)).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

## Saint Croix County Population and Civilian Labor Force

The total population in St. Croix County grew 19.2 percent from 1990 to January 2000, much greater than both state and national expansion. The largest numeric increase in population was in the largest municipality: the City of Hudson. The second largest increase occurred in the Town of Hudson. Together, these two areas increased by over 3,600 residents, roughly 37 percent of the increase in county population since 1990 occurred there. The increase in county population was a combination of people moving into the county (6,202 since 1990) and natural causes (7,474 births vs. 4,031 deaths). The migration rate in St. Croix County was 12.3 percent, exceeding the state migration rate of 3.7 percent, and making it the third fastest growing county in the state.

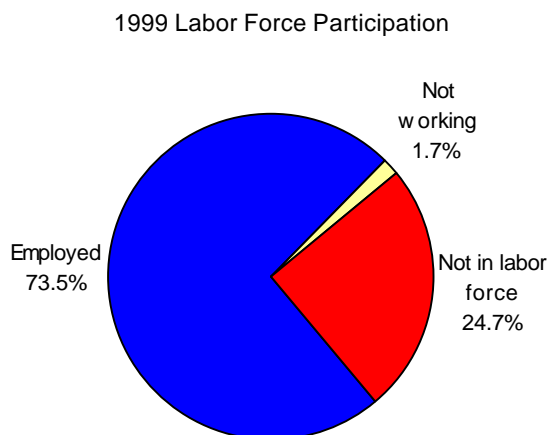
Of the 59,896 residents living in the county at the end of 1999, 44,604 (75%) were 16 years and older. Since 1990, the population over 16 years of age increased 8,016 while the segment 15 years old and under increased 1,070 for a net increase of 9,645.



Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The segment of the population 16 years and older is important because the U.S. Bureau of Labor Statistics use the age of 16 as the demarcation point for entrants into the potential labor force. The labor force, by definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work: retirees, homemakers, and students; nor does it include institutional residents, military personnel, or discouraged job seekers.

Labor force participation increases and contracts with changes in labor market conditions. For example, each spring the St. Croix County labor force expands as seasonal workers enter the labor market either to begin a job or to start looking for work.



The number of residents aged 16 years and over who are in the labor market determines the labor force participation rate. In 1999, the non-institutional population 16 years and over was 43,840. Of those, 33,000 were actively participating in the labor force and the labor force participation rate was 76.8 percent. The rate is higher than in 1990, and is above both the state and national participation rates of 72.3 and 67.1 percent, respectively.

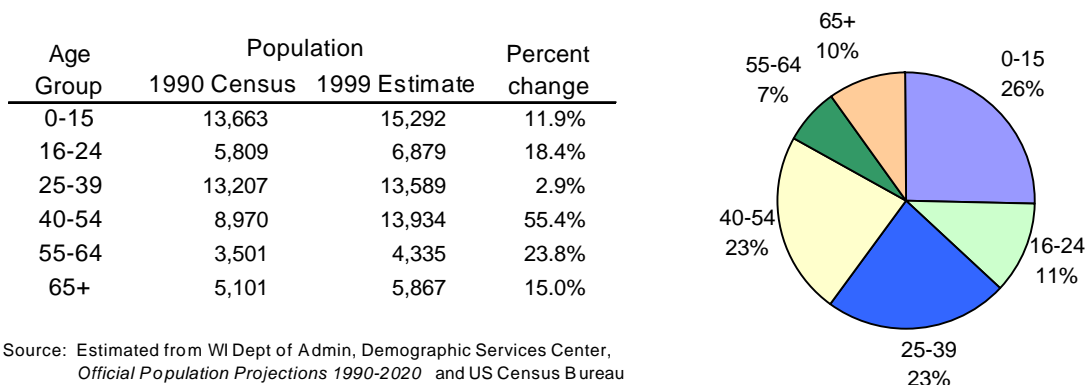
As younger residents age, interest in working and holding a job increases. Teenagers are less likely to participate in the labor force because they are in school. Residents between the ages of 25-54 share the most incentives to work and have the highest participation rates. At 55, however, workers begin to withdraw from the labor market and, by 65, most workers have retired.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

One reason for the high participation rate is that over 60 percent of the labor force age population (16 years and older) is between the ages of 25 and 54. The greatest change from 1990 to 1999 in the labor force age population occurred in these two age groups as residents matured and new residents moved to the county. Many of the participants, however, are employed in jobs outside of the county.

Because the 25-39 year old group is currently the largest in the county, the supply of labor should continue near the current level into the next decade. By 2010, however, the number of available teenagers and young adults will decline, and many of the current 45-54 year old residents will be retiring. While the labor force will continue to expand, annual increases will shrink and the composition will change.

Saint Croix County Labor Force Age Population Distribution



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Saint Croix County Civilian Labor Force Data

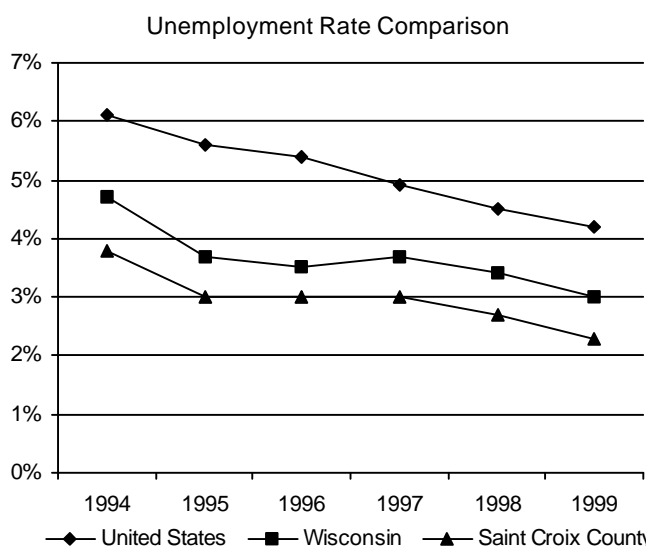
	1994	1995	1996	1997	1998	1999
Labor Force	29,700	30,400	32,000	32,600	33,100	33,000
Employed	28,500	29,500	31,000	31,600	32,300	32,200
Unemployed	1,120	930	950	980	880	760
Unemployment Rate	3.8%	3.0%	3.0%	3.0%	2.7%	2.3%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (76.8% of the labor force age population in St. Croix County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in St. Croix County in 1999 of 33,000, 2.3 percent were unemployed. This is lower than both the state and national unemployment rates of 3.0 and 4.2 percent, respectively, in 1999.

There were a few less residents employed in 1999 than in the previous year, but nearly 3,700 more than in 1994. The number of employed in St. Croix County includes not only residents who work for employers located both in and beyond the county boundaries but also all self-employed residents and proprietors. Roughly 24 percent of the number of employed in St. Croix County are either farm or nonfarm proprietors. Since 1994 total employment increased, not only from wage and salary workers, but also from an increase of



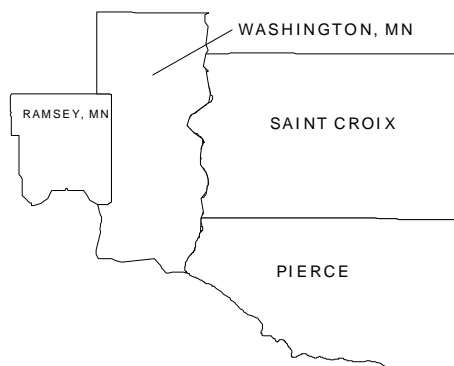
Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

1,045 in the number of proprietors. The number of employed also increased with the number of residents who commute beyond the county for work. The commuter data is not updated between census years, but total personal income is adjusted for residency. In 1999, roughly 44 percent of all wage and salary income was earned outside St. Croix County, up from 41 percent in 1994.

## Saint Croix County Commuting Patterns

	Commute To	Commute From	Net Commute
Dunn County	217	697	480
Pierce County	857	1,836	979
Polk County	359	842	483
Minnesota	9,786	1,230	-8,556
Elsewhere	499	252	-247
Total	11,718	4,857	-6,861
Commute within County	13,608		

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

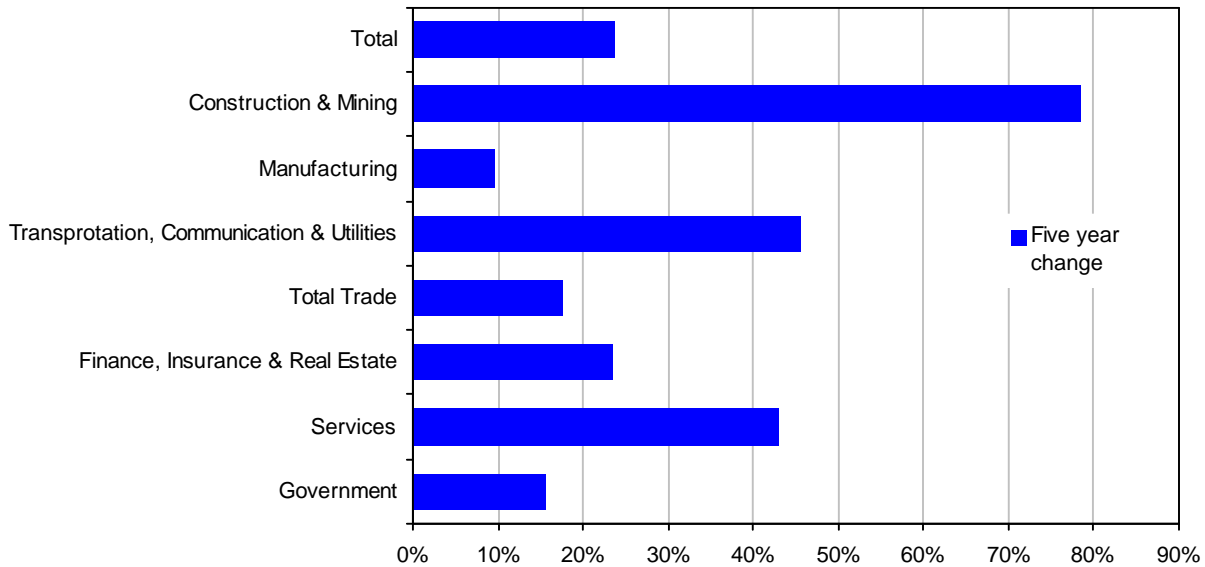


Note: Information on commuting patterns of workers is available only from decennial census data. Since 1990 the number of workers has increased and so has travel on area highways. Until the 2000 census is released, however, the only data we have remains from 1990.

The county labor force includes all employed and unemployed residents who live in the county, even though they may travel out of the county to work. In St. Croix County that included over 11,700 residents who commuted to surrounding communities for a job. The most popular destination was across the river to Minnesota. Once there, 44 in every 100 commuters headed for locations in Ramsey County, especially the City of St. Paul, another 34 worked for employers in Washington County, and 16 traveled into Hennepin County and Minneapolis. This number is likely to increase when the information is updated during the next census (the source of data on commuting patterns). Since the 1990 census, over 4,000 people have moved to St. Croix County. Many of them are probably from Minnesota and have kept their jobs in that state.

The flow of traffic across the state line is primarily one-way. But the county does gain some workers from neighboring commentates. Of those who do travel into the county for work, most come from Minnesota and Pierce County. Commuters are headed for all parts of the county, but most of them work in jobs with some of the county's larger employers in Hudson and River Falls.

## Saint Croix County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
<b>Total</b>	20,240	20,986	21,952	22,896	23,709	25,032	5.6%	23.7%
<b>Goods Producing</b>	6,682	6,902	7,275	7,243	7,185	7,809	8.7%	16.9%
Construction & Mining	704	796	853	946	1,022	1,256	22.9%	78.4%
Manufacturing	5,978	6,106	6,422	6,297	6,164	6,554	6.3%	9.6%
Durable	4,009	4,236	4,180	4,160	4,070	4,180	2.7%	4.3%
Nondurable	1,969	1,870	2,243	2,137	2,094	2,373	13.4%	20.5%
<b>Service Producing</b>	13,558	14,084	14,677	15,652	16,524	17,223	4.2%	27.0%
Transportation, Communications & Utilities	793	898	991	1,059	1,093	1,154	5.7%	45.6%
Total Trade	5,029	5,096	5,185	5,349	5,575	5,919	6.2%	17.7%
Wholesale	598	557	560	549	561	581	3.5%	-2.9%
Retail	4,431	4,539	4,625	4,800	5,014	5,338	6.5%	20.5%
Finance, Insurance, and Real Estate	564	585	618	664	685	697	1.7%	23.5%
Services & Misc.	4,260	4,515	4,820	5,534	5,975	6,091	1.9%	43.0%
Total Government	2,912	2,990	3,063	3,046	3,197	3,362	5.2%	15.4%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding family farming, military, and self-employed workers. This data, also known as place-of-work data, counts the number of jobs at a work site without consideration of where the job-holder lives. The difference between nonfarm wage and salary employment in St. Croix County and total employment is significant: 25,000 vs. 32,200. In addition to the exclusions list above, total employment includes residents who commute out of the county for work. Nearly half (44%) of the total income from workers residing in St. Croix County is earned out of the county.

Total nonfarm wage and salary employment increased 24 percent in the last five years as St. Croix County employers added nearly 4,800 jobs to the local economy. Total nonfarm growth outpaced the state increase of 2.4 percent in the one-year interval and 11.8 percent in the five-year time-span due primarily to increases in the services industries.

The industries in the service-producing sector added 76 percent of all the new jobs over the five-year period. Most of the additional jobs in this sector were with services industry employers, especially those handling personnel supply and health care services. Job growth among employers in the services industry slowed in 1999 but because of the number of jobs added over the last five years, they comprise a greater share of total jobs in 1999 (24%) than in 1994 (21%). The industries in the goods producing sector accounted for 24 percent of the job increase. Manufacturing jobs comprise 26 percent of payroll employment in St. Croix County, higher than the 23 percent statewide.

# Saint Croix County's Largest Industries and Employers

## Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Industrial Machinery And Equipment	46	2,228	415	252
Eating And Drinking Places	102	2,149	159	407
Health Services	78	2,021	50	275
Educational Services	17	1,975	95	365
Rubber And Misc. Plastics Products	14	1,342	56	652
Automotive Dealers & Service Stations	40	1,060	37	252
Business Services	86	1,060	-37	395
Electronic & Other Electric Equipment	12	1,046	114	-371
Executive, Legislative, And General	28	982	125	139
Fabricated Metal Products	19	865	81	231

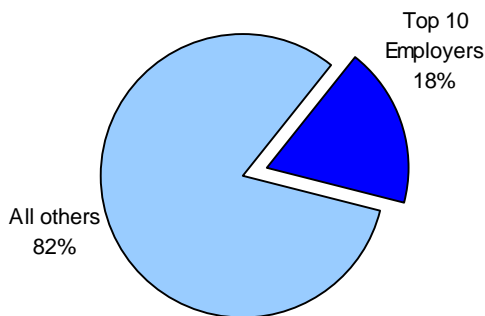
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## Top 10 Employers

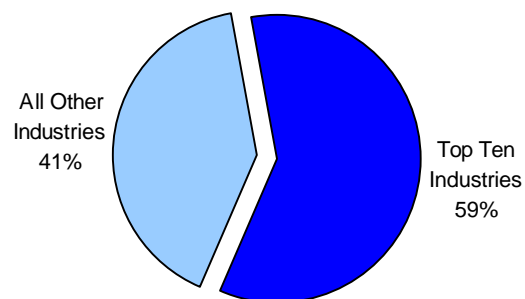
Company	Product or Service	Size
County of St Croix	Executive and general government	500-999
School District of Hudson	Education	500-999
Mc Millan Electric Co	Electrical eq. products: capacitor motors	500-999
Chiquita Processed Foods LLC	Food processing: canned vegetables	250-499
SIG Pack Inc	Industrial equipment: packaging equipment	250-499
New Richmond Public School	Education	250-499
Donaldson Co Inc	Industrial equipment: pollution controls	250-499
Clopay Building Products Co Inc	Fabricated metal products: overhead doors	250-499
Phillips Plastics Corp	Rubber & plastics products: injection molding	250-499
Arrow Precision Plastics Inc	Rubber & plastics products: injection molding	250-499

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

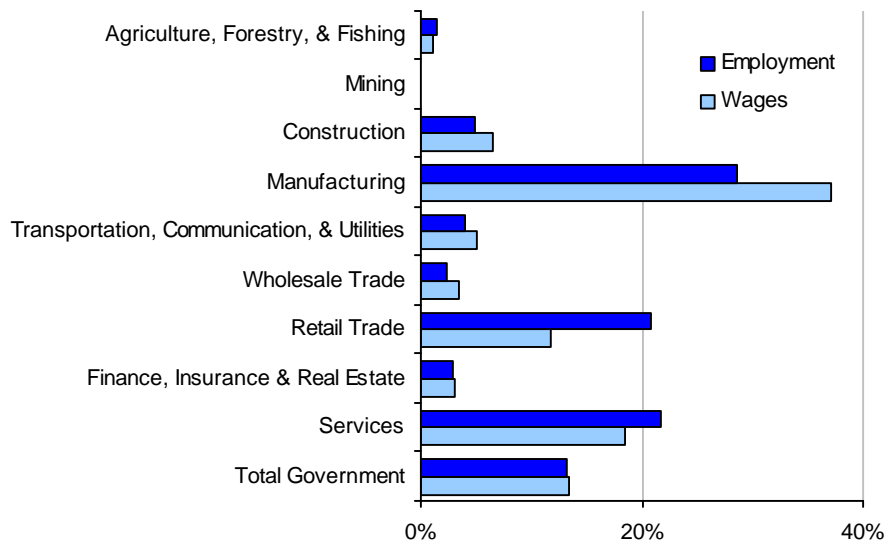


While employers in the top ten industry groups account for over half the employment in St. Croix County, the top ten employers provide only 18 percent of the jobs. This indicates that employment is dispersed among the 1,703 employers in the county. Still, six manufacturing firms are on the list of largest employers and represent the four manufacturing industries from the largest industries list: industrial equipment, electrical and electronic components, rubber and plastics production, and fabricated metal production. The food processing industry is not included on the largest industry list. Three service industry groups are included in the top ten: health care, education, and business services, but only education is represented on the list of largest employers. Most of the health care and business services providers are relatively small, but together they employ many workers. The same is true of the industry groups from the retail trade division: eating and drinking places, and automotive dealers and service stations. Again because of the size of most employers in these industries, none are represented on the list of largest employers.

## Saint Croix County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$24,871	\$29,609	84.0%	3.5%	19.1%	24,389
Agriculture, Forestry, & Fishing	\$17,524	\$21,499	81.5%	5.3%	13.5%	366
Mining	*	\$39,968	*	*	*	*
Construction	\$33,476	\$36,772	91.0%	7.3%	33.4%	1,172
Manufacturing	\$32,360	\$37,773	85.7%	4.2%	19.4%	6,957
Transportation, Communications, & Utilities	\$30,884	\$34,523	89.5%	9.2%	29.8%	987
Wholesale Trade	\$36,650	\$38,048	96.3%	6.2%	30.9%	582
Retail Trade	\$14,066	\$15,066	93.4%	3.0%	22.4%	5,097
Finance, Insurance, & Real estate	\$27,215	\$37,911	71.8%	1.6%	21.6%	688
Services	\$21,124	\$26,041	81.1%	4.2%	19.3%	5,309
Total Government	\$25,154	\$32,017	78.6%	-2.0%	10.6%	3,215

Total Employment and Wage Distribution by Industry Division



Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

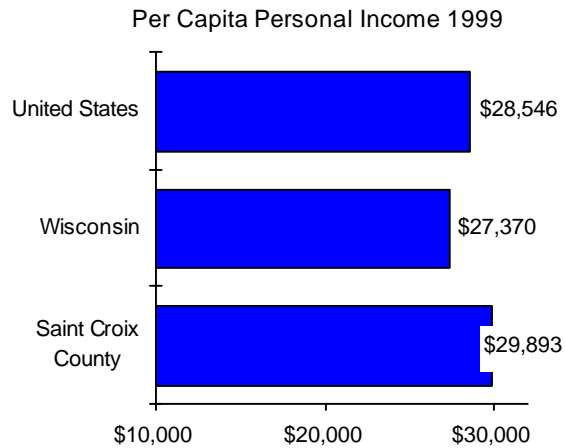
Note – The data from Employment and Wages Covered by Wisconsin's Unemployment Insurance Law differs from employment data in the nonfarm wage and salary estimates because: 1) multi-location employers report all workers and wages at a single site, i.e., retail franchises; 2) not all employers are covered by the unemployment insurance law and therefore are not included in this data, i.e., railroads, parochial schools.

Generally, the industry with the most workers also reported the highest wages. The manufacturing industries had the most workers and the highest payroll at \$225,130,858 in 1999. This was more than twice the second highest payroll in the services industries at \$112,148,300. Retail trade, even though it had the third greatest share of workers, had the fourth highest payroll of \$71,695,237. Because many of the workers in retail trade are part time, the industry has a high proportion of the county's workers, but a smaller share of total payroll. All industries reported a total payroll of \$606,583,501 and, when divided by 24,389 jobholders in 1999, produced an annual average wage of \$24,871.

Workers in wholesale trade earned the highest annual average wage in St. Croix County and received wages closest to state wages for the same industry. The greatest disparity in wages between county workers and workers statewide appeared in finance, insurance and real estate. St. Croix County has no large corporate offices with upper management, and higher salaries, in this industry. Overall, the annual average wage was 84 percent of the state annual wage of \$29,609, the lowest share in five years. County increases in annual wages lagged the state 3.8 percent increase from 1998 to 1999 and the 21.7 percent increase over the five-year period.



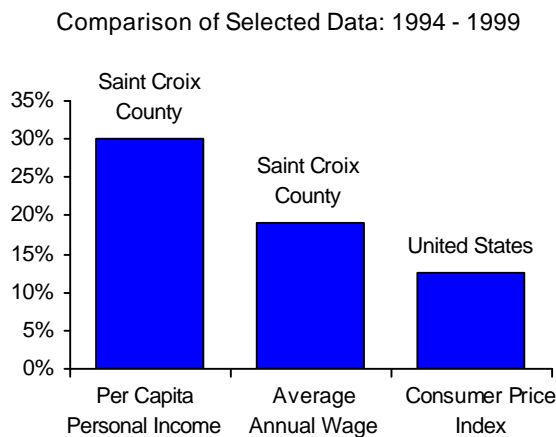
## Saint Croix County Wage and Income Data



The per capita personal income (PCPI) includes total income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in St. Croix County was 109 percent of the state's; and was lower than only four other Wisconsin counties.

The PCPI in St. Croix County exceeded both the national and state five-year increases. Annual increases in per capita income exceeded both state and national increases in four of the last five years, including 1999.

The increase in net earnings from personal income, which includes not only wages, but self-employment and proprietor's income, comprise 77 percent of total personal income (TPI) in the county compared with 67 percent statewide. Net earnings increased 47 percent during the five-year period, much better than the increase in annual average wages which do not reflect earnings of residents who commute to work in neighboring counties. Income adjustments for commuters (roughly 44 percent of the net earnings) increased 58 percent in the last five years. Income from assets, which comprise only 15 percent of TPI, rose 51 percent. Transfer payments, which comprise only 8 percent of TPI, rose 30 percent respectively. In comparison, income from assets and transfer payments statewide are 20 and 12 percent, respectively, and increased 41 and 19 percent, respectively.



Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Saint Croix County	\$22,976	\$23,604	\$25,040	\$26,927	\$28,481	\$29,893	5.0%	30.1%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Cashier-checker	\$ 6.72	\$ 6.40
Computer-controlled mach.op.	14.03	14.17
Cook, restaurant	7.93	7.43
Electrical/electronic assembler	8.46	8.20
Extruding/forming mach.op/tender	8.28	8.32
Industrial truck op. (fork lift)	11.50	11.17
Inspector/tester, production	11.86	11.33
Janitor/Cleaner	8.70	8.24
Machinist	14.59	14.67
Maintenance repairer, general	12.43	11.97
Nurse aide	8.74	8.41
Registered nurse	18.54	17.99
Retail salesperson	8.40	7.09
Secretary	10.42	10.39
Shipping/receiving/traffic clerk	9.69	9.11

Source: DWD, Bureau of Workforce Information 1999 OES wage survey for Balance-of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 'balance-of-state' (BOS) counties. For comparison, the annual average wage of workers in St. Croix County was 101 percent of that for workers in all BOS counties. However, that varies by industry from 127 percent in the wholesale trade division to 93 percent in government.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.